

Claims:

1) A method for anonymously noting and rewarding the presence of individuals in a retail environment comprising the steps of:

Detecting the cellular phone or other electronic device which is capable of unique

identification wirelessly.

Storing the unique identification number and location.

Storing the device's entry time.

Storing the device's exit time.

Checking the device's prior visitations.

Deciding upon a reward based upon visitations

Delivery of the award.

2) A method for anonymous notification by individuals in a retail environment of their specific purchase interests, with subsequent reward for continued interest comprising the steps of:

Detecting the cellular phone or other electronic device which is capable of unique
identification wirelessly.

Storing the unique identification number and location.

Storing the device's entry time.

Accepting notification of specific interest by the individual.

Storing the device's exit time.

Detecting a future visitation of the device.

Deciding upon a reward geared towards the specific interest.

Delivery of the award.

3) A computer readable medium having the computer executable instructions for performing the steps recited in Claim 1

4) A computer readable medium having the computer executable instructions for performing the steps recited in Claim 2

5) A system for anonymously noting and rewarding the presence of individuals in a retail environment comprising:

A detector of cellular phone or other electronic device which is capable of unique identification wirelessly.

A storage for the unique identification number and location.

A storage for the device's entry time.

A storage for the device's exit time.

A comparator of the device's prior visitations.

A computer to calculate a reward based upon visitations.

A transmitter of the award.

6) A system for anonymous notification by individuals in a retail environment of their specific purchase interests, with subsequent reward for continued interest comprising:

A detector for the cellular phone or other electronic device which is capable of unique identification wirelessly.

A storage for the unique identification number and location.

A storage for the device's entry time.

A receiver for accepting notification of specific interest by the individual.

A storage for the device's exit time.

A detector for a future visitation of the device.

A computer to calculate a reward geared towards the specific interest.

A transmitter of the award.

7) The method of Claim 1, wherein the reward is delivered based upon prior visitation, regardless prior purchase.

8) The method of Claim 2, wherein the reward is delivered based upon prior visitation, regardless of prior purchase.